

## Message Text

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R 180109Z FEB 76

FM SECSTATE WASHDC

TO AMEMBASSY WARSAW

UNCLAS STATE 038306

E.O. 11652: N/A

TAGS: BEXP/PL

SUBJECT: JUNE 1976 POZNAN FAIR

REFERENCE: WARSAW 0310

FOR AMEMBASSY, WARSAW

1) COMMERCE APPRECIATES AMBASSADOR'S CONCERN IN REFTTEL THAT MANAGERIAL STAFF BE HIGHEST QUALITY FOR U.S. EXHIBIT AT SUBJECT FAIR. ACCORDINGLY, COMMERCE HAS ASSEMBLED A STAFF FULLY CAPABLE OF HANDLING THE MANY AND VARIED OPERATIONAL ACTIVITIES ASSOCIATED WITH A LARGE EXHIBIT WITH A MINIMUM OF DISTURBANCE TO THE HARD PRESSED ECON/ COMMERCIAL STAFF IN WARSAW. BRIEF DESCRIPTION OF STAFF EXPERTISE FOLLOWS:

DUSEX: EDWARD WALLS, GS-13, CAME TO COMMERCE IN 1968 AFTER 18 YEARS IN SALES, MARKETING, AND PUBLIC RELATIONS. MR. WALLS HAS SERVED COMMERCE AS (A) PROJECT OFFICER FOR MORE THAN 20 DIFFERENT EXHIBITS, (B) ADVANCE OFFICER FOR  
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PRINTING AND GRAPHIC ARTS TRADE MISSION TO SPAIN AND

SWITZERLAND IN 1972, DO FOR PRINT-PACK USA IN SAO PAULO

IN MARCH 1975, MEDIQUIPOS 75 IN CARACAS, AND MECANICA 75 IN SAO PAULO, AND (D) DBR AT EUROPORT 69 IN AMSTERDAM AND OFFSHORE INTERNATIONAL IN LONDON IN 1974. DMA: ALEX HERTZBERG, DIRECTOR, U.S. TRADE DEVELOPMENT CENTER IN WARSAW AND DMA AT 1975 POZNAN SHOW. DO: WILLIAM VIGNEAULT, GS-11, SERVED 3 YEARS AS EXHIBITION CONSTRUCTION CONTRACTOR IN ISRAEL BEFORE COMING TO COMMERCE IN 1974. MR. VIGNEAULT HAS BEEN DO FOR 2 LARGE SHOWS, EXPO 74 IN SEATTLE AND 1975 AIR SHOW IN PARIS. DESIGNER: CHARLES SWARR, GS-14, HAS BEEN EXHIBIT DESIGNER FOR 30 YEARS, THE LAST 7 WITH COMMERCE. FAA: ROBERT HILL, GS-11, HAS 2 YEARS EXPERIENCE AS PRINCIPAL BUDGET ANALYST FOR BEWT.

2) IN KEEPING WITH USG ADMINISTRATIVE PROCEDURES AND CUSTOMARY RESPONSIBILITIES OF DUSEX, MR. WALLS SHOULD BE GIVEN WIDE LATITUDE FOR INDEPENDENT JUDGMENT IN ALL MATTERS CONCERNING EXHIBIT OPERATIONS, INCLUDING AUTHORITY FOR OBLIGATING EXHIBIT FUNDS. HE, IN TURN, IS EXPECTED TO FOLLOW STANDARD PROCEDURES IN REPORTING AT LEAST WEEKLY TO THE PRINCIPAL OFFICER AT POZNAN WHO, OF COURSE, WILL KEEP THE POST CONTINUALLY INFORMED OF PROGRESS, PROBLEMS, AND PLANS. COMMERCE IS CONFIDENT THAT WALLS AND HIS STAFF, WITH SUPPORT FROM BOTH THE ECON/COMMERCIAL SECTION AND TRADE DEVELOPMENT CENTER IN WARSAW, ASSURE A HIGHLY SUCCESSFUL EXHIBIT IN POZNAN IN THIS OUR BICENTENNIAL YEAR. INGERSOLL

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